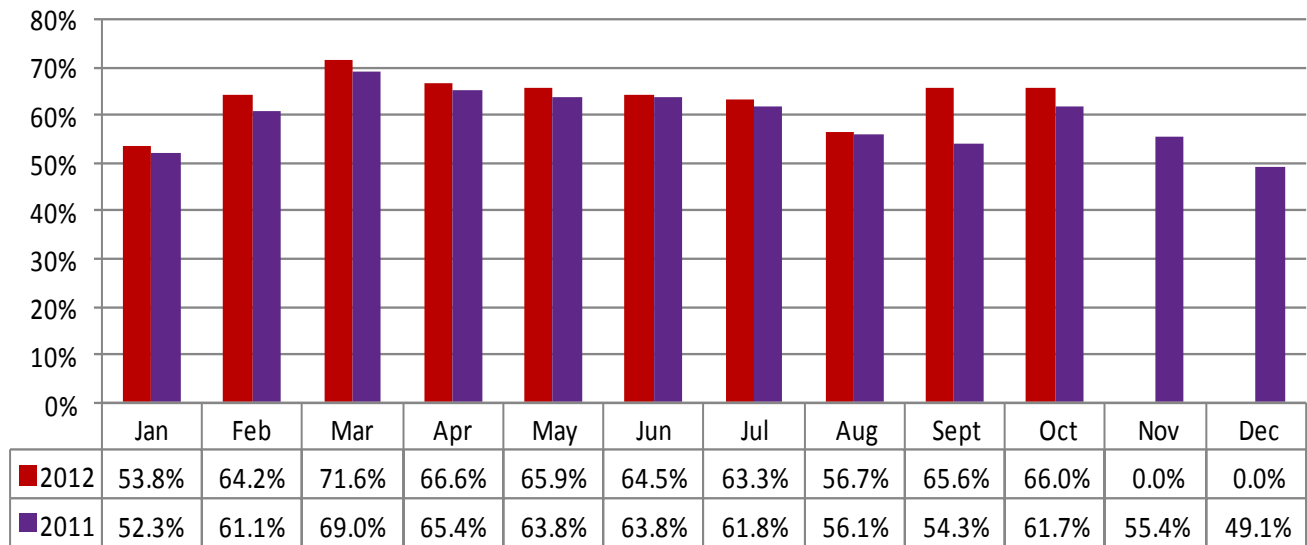
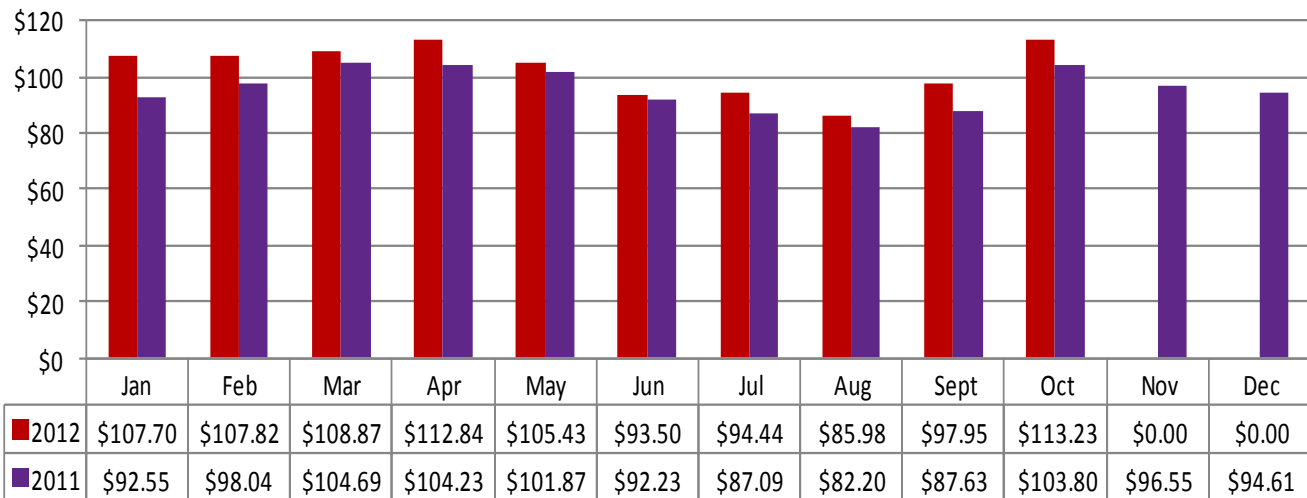


## LODGING TRENDS

Hotel Occupancy Trends (%)

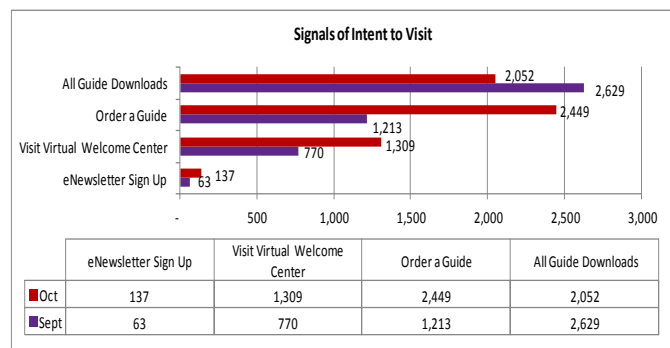
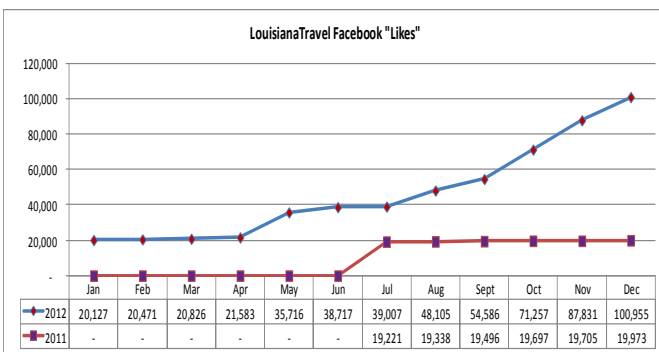
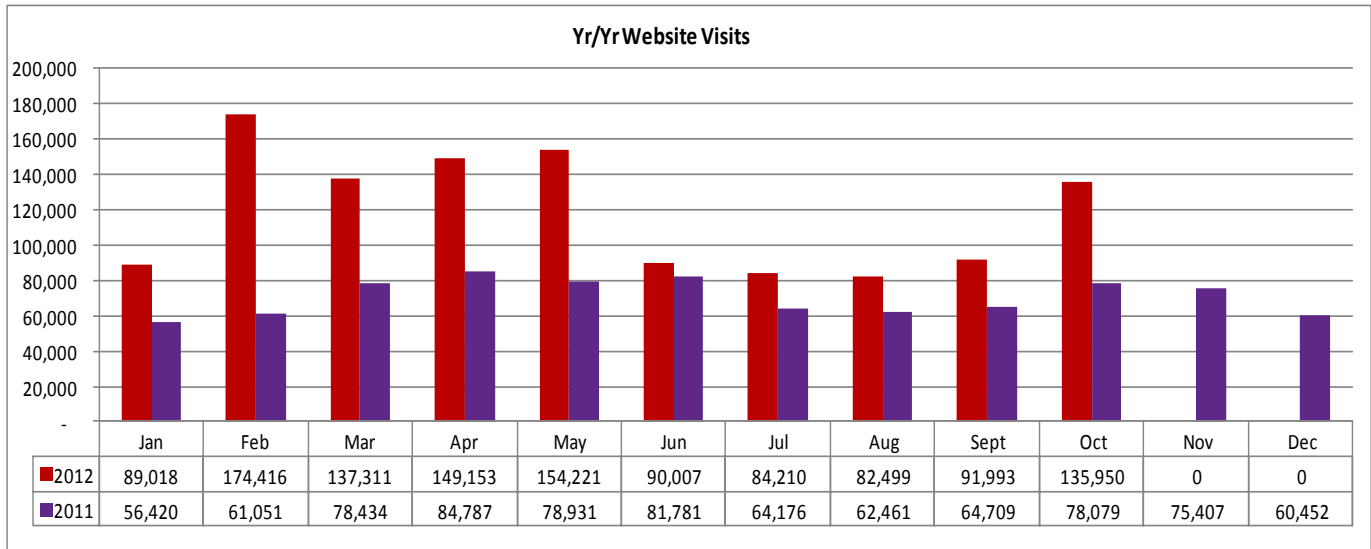


Hotel Average Daily Rate (ADR) Trends



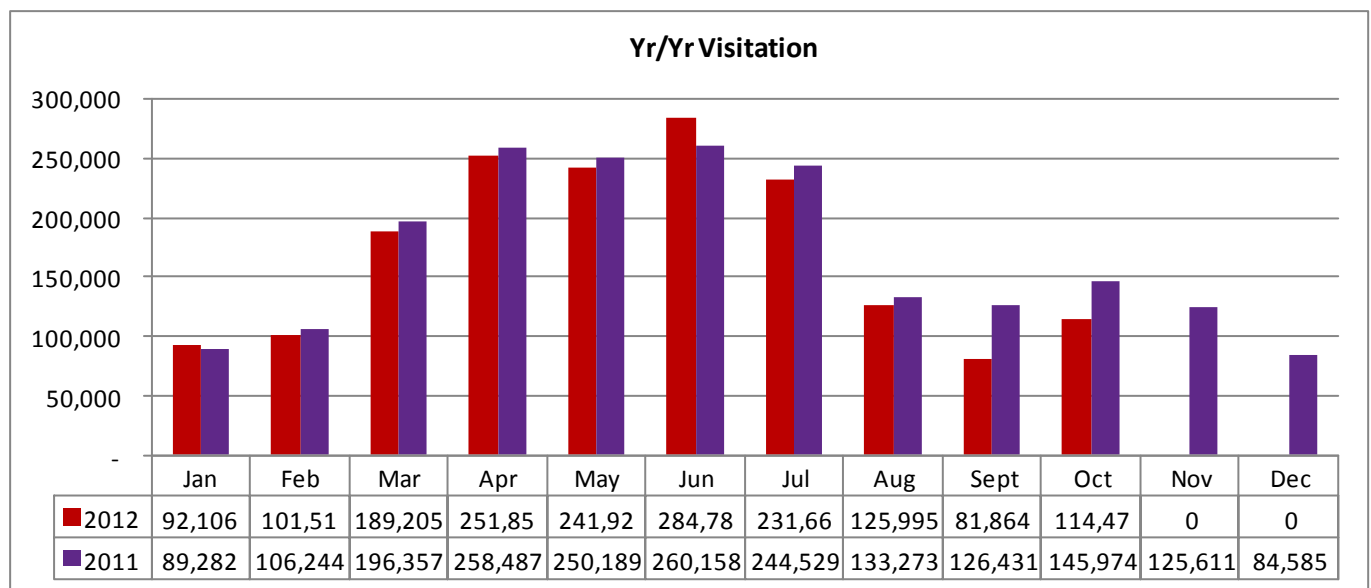
Source: Smith Travel Research

## LOUISIANATRAVEL.COM



Source: Google Analytics

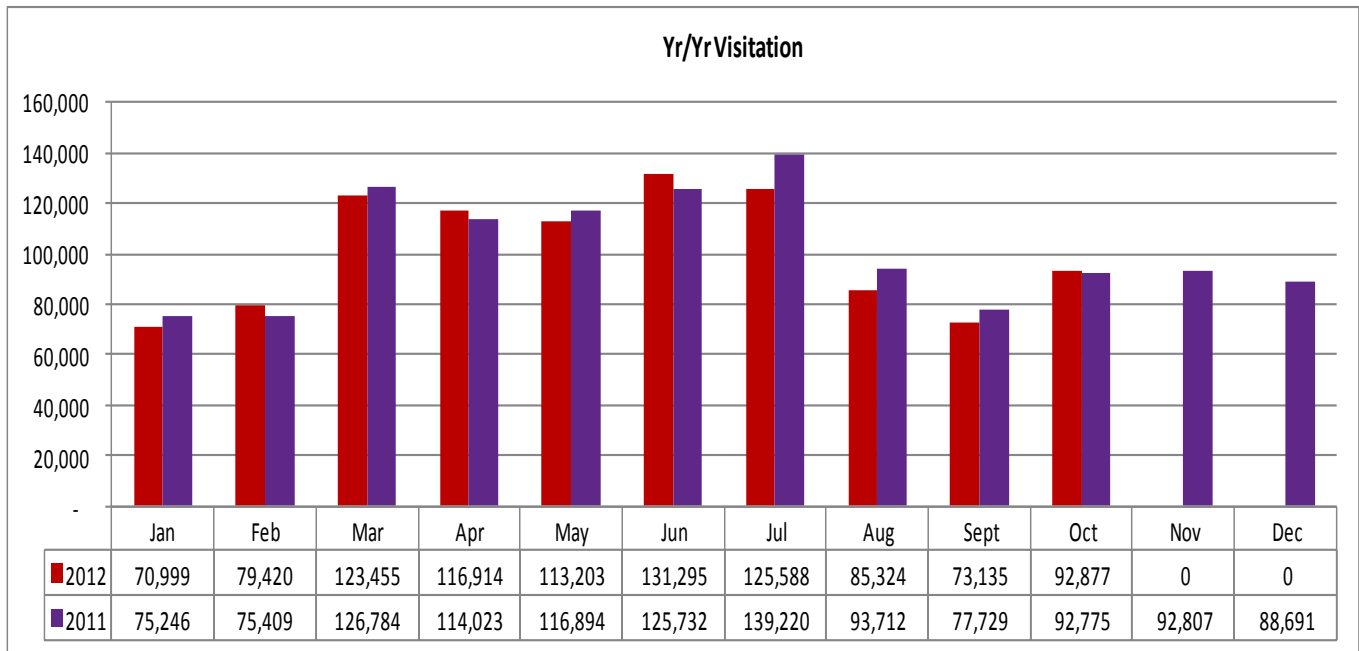
## STATE PARKS



Source: Louisiana State Parks

For detailed information, please contact Reggie Dumas with State Parks at [rdumas@crt.la.gov](mailto:rdumas@crt.la.gov) or 225.342.8106.

## WELCOME CENTERS



### Top Welcome Center Visitor Totals

| <i>International - Oct 2012</i> |       |
|---------------------------------|-------|
| Canada*                         | 1,841 |
| United Kingdom                  | 1,476 |
| Germany                         | 1,003 |
| France                          | 633   |
| Australia                       | 527   |

| <i>States - Oct 2012</i> |        |
|--------------------------|--------|
| Texas                    | 17,147 |
| Mississippi              | 6,271  |
| Florida                  | 5,591  |
| Alabama                  | 4,127  |
| Georgia                  | 2,128  |

| <i>City - Oct 2012</i> |       |
|------------------------|-------|
| Houston , TX           | 2,787 |
| San Antonio            | 888   |
| Mobile, AL             | 672   |
| Hattiesburg, MS        | 521   |
| Pensacola, FL          | 514   |

| <i>International Jan - Oct 2012</i> |        |
|-------------------------------------|--------|
| Canada*                             | 18,318 |
| France                              | 7,578  |
| Germany                             | 7,338  |
| United Kingdom                      | 7,175  |
| Mexico                              | 4,530  |

| <i>States Jan - Oct 2012</i> |         |
|------------------------------|---------|
| Texas                        | 205,657 |
| Mississippi                  | 66,881  |
| Florida                      | 58,396  |
| Alabama                      | 55,401  |
| Georgia                      | 27,390  |

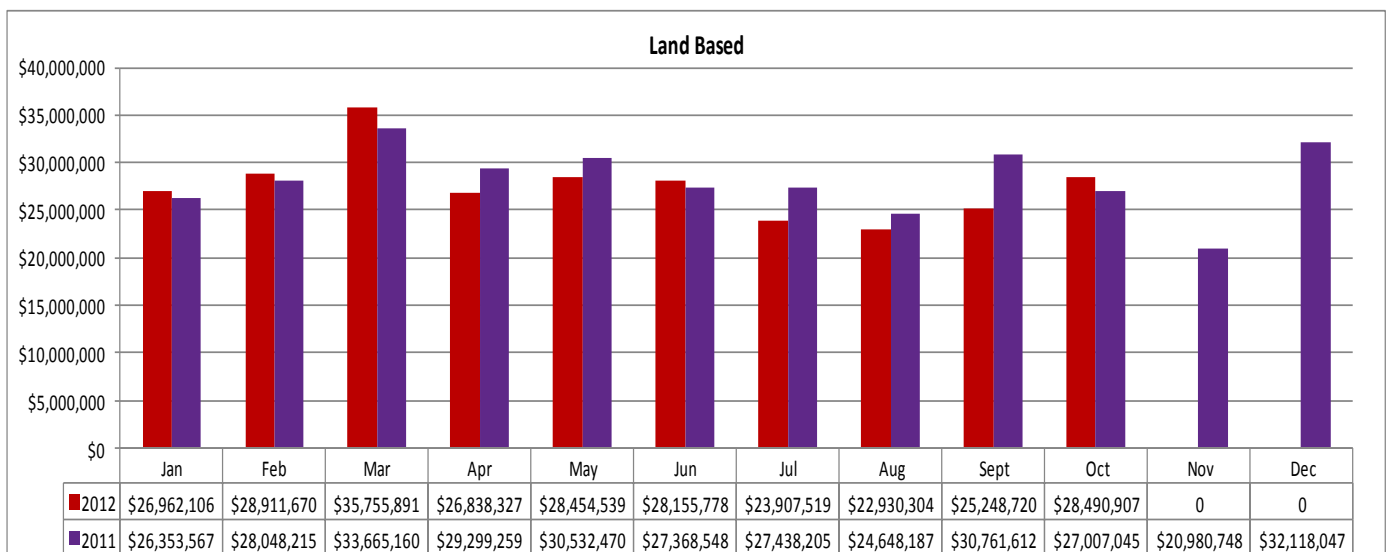
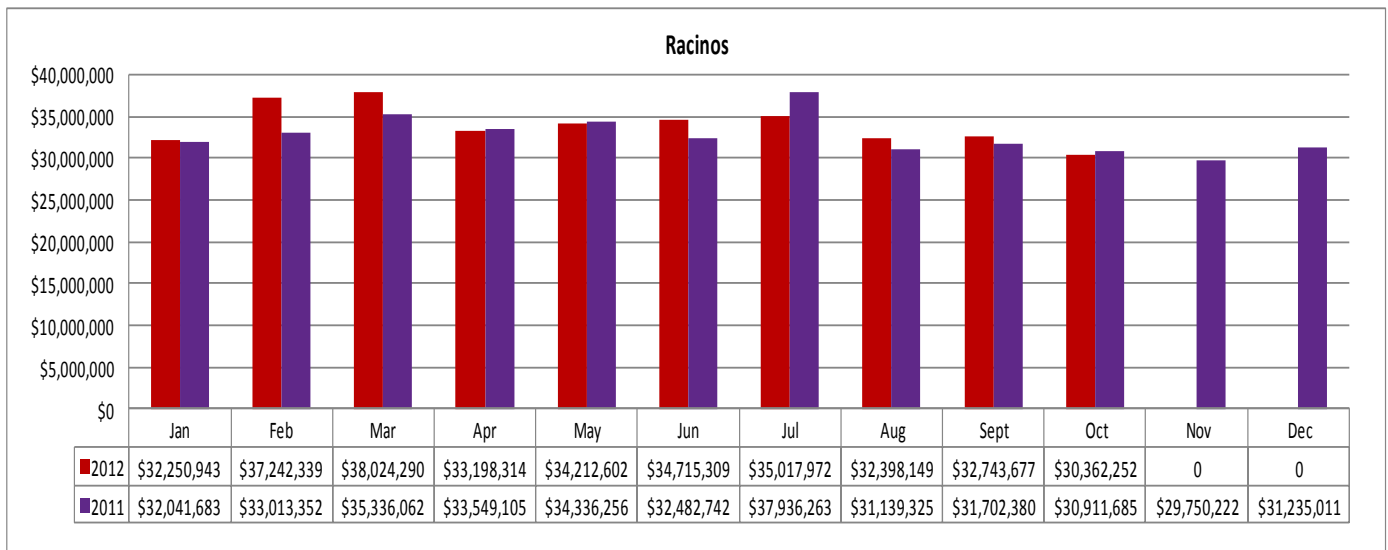
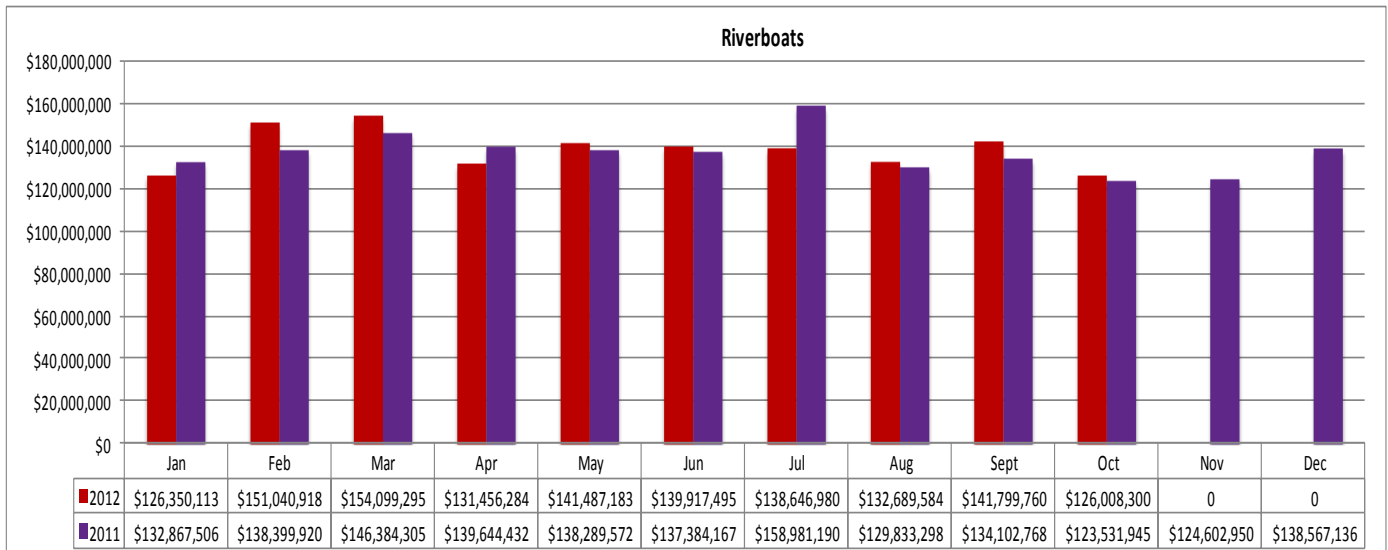
| <i>Cities Jan - Oct 2012</i> |        |
|------------------------------|--------|
| Houston, TX                  | 29,509 |
| Mobile, AL                   | 11,464 |
| San Antonio, TX              | 8,094  |
| Austin, TX                   | 6,644  |
| Hattiesburg, MS              | 6,448  |

\* Includes all of Canadian provinces in total.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, please contact Nancy Broussard at [nbroussard@crt.la.gov](mailto:nbroussard@crt.la.gov) or 225.342.8122.

## GROSS GAMING REVENUE



Source: Louisiana State Police